

Flooring the competition

The Sherwin-William Company's General Polymers brand of high performance wall and flooring products deliver superior strength, safety, appearance, and a rapid return to service.

Generally regarded as the most abused area of any plant, appropriate flooring is an essential component of any meat and poultry company's facilities.

"The food and beverage industry environments are the most demanding to maintain, including the need to withstand thermal shock, regular and frequent cleaning schedules, wet conditions, and narrow repair and installation times," notes Gina Atzinger, focus market manager - food and beverage for

The Sherwin-Williams Company, a Cleveland, OH-based coatings giant maintaining the largest paint and coatings distribution network in the United States. "We must also consider worker safety with respect to slip hazards in these facilities."

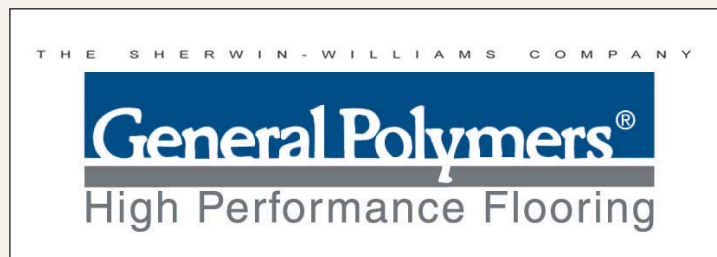
Sherwin-Williams' Cincinnati, OH-based *General Polymers* brand, acquired in April of 2000, meets processors' tough requirements with its line of wall and flooring products, while the rapid return-to-service products in its *Express-Tech*™ line significantly minimize plant downtime.

The company's *FasTop* Flooring Systems and *Armorseal*™ *ExpressPatch* products, for example, allow flooring areas to return to service in four-to-six

hours time, while the *Envirolastic* line of Polyurea systems for walls and floors have cure times from three to five minutes with extremely high elongation properties. "These products are all part of our *ExpressTech* line which is dedicated to minimizing downtime for the end user and labor for the installer,"

explains Atzinger. "SANIFLEX is a new high-build flexible wall system that provides tenacious bond to masonry or concrete block, while withstanding the tremendous physical abuse dished out by random impact, high-pressure cleaning, and other forces throughout food and beverage plants."

Sherwin-Williams largely credits its long-standing success [the company was incorporated in 1866] with successful relationship-building and its dedication to product research and development. "Whether in a meat-processing facil-



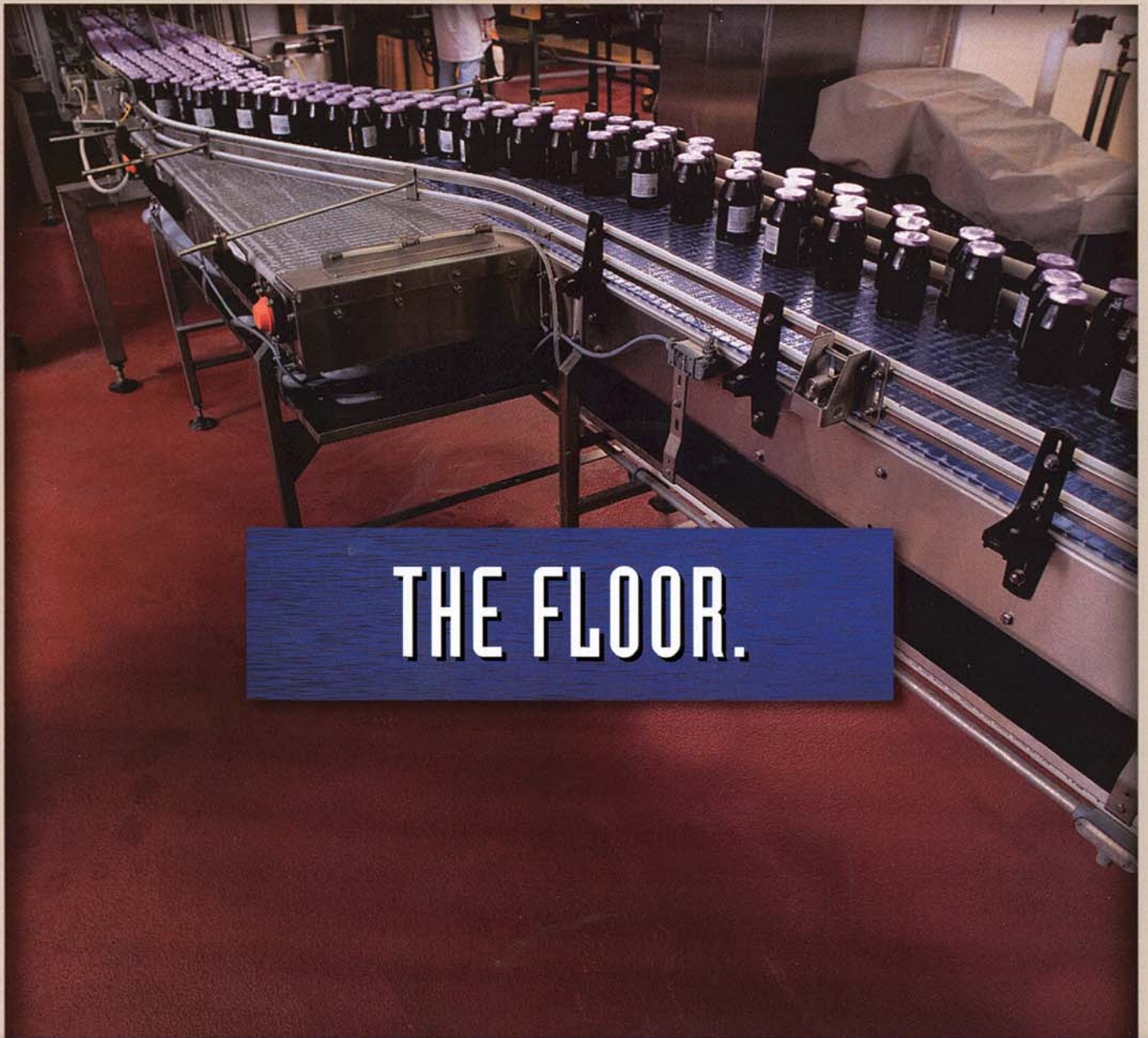
Atzinger stresses.

Among other products, *General Polymers* offers EPO-FLEX®, a 100-percent solids elastomeric epoxy used throughout the flooring industry as a crack bridging membrane that helps prevent reflective cracking from concrete due to contraction/expansion cycles or unanticipated random slab cracks, and POLY-COTE™ 4685W, a 100-percent solids urethane coating, which resists virtually all standard cleaning compounds used in the food processing industry and maintains a white-white appearance over time.

"POLY-COTE™ 4685W may also be applied as a topcoat to high-build epoxy wall systems such as SANIGLAZE®, SANIGLASS®, and SANIFLEX®,"

ity, packaging, distribution, or at a dry-docked ship, we are here to answer your coating questions, identify solutions, and provide you with the benefits of working with the number one coatings supplier in the United States," Atzinger concludes, adding that, "Change is the only constant in today's market. To address advances in chemical processing, new trends in facility maintenance, and increasing environmental regulations, Sherwin-Williams continuously expands the envelope of coatings technology." **NP**

General Polymers (a Sherwin-Williams Company brand), phone (800) 543-7694, fax (513) 761-1330, or visit www.generalpolymers.com



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THE FOUNDATION.

At Sherwin-Williams, we give you more than a long-lasting flooring system, we provide the building blocks for a long-lasting relationship. We start with our corrosion engineers, who will offer you expert advice. On floors. Tanks. Pipes. You name it. We also have the largest network of reps and a huge national distribution system. Combine all this with our state-of-the-art Sherwin-Williams General Polymers resinous flooring systems, and

you've got it all. Our floors, which are designed to meet your specific needs, can stand up to chemicals, cleaning agents, and the toughest government standards. And because our installation time is quicker, your downtime is shorter and your profits are bigger. And aren't profits the foundation of every business? To learn more, call your Sherwin-Williams representative or phone 800-524-5979 to have a representative contact you.

